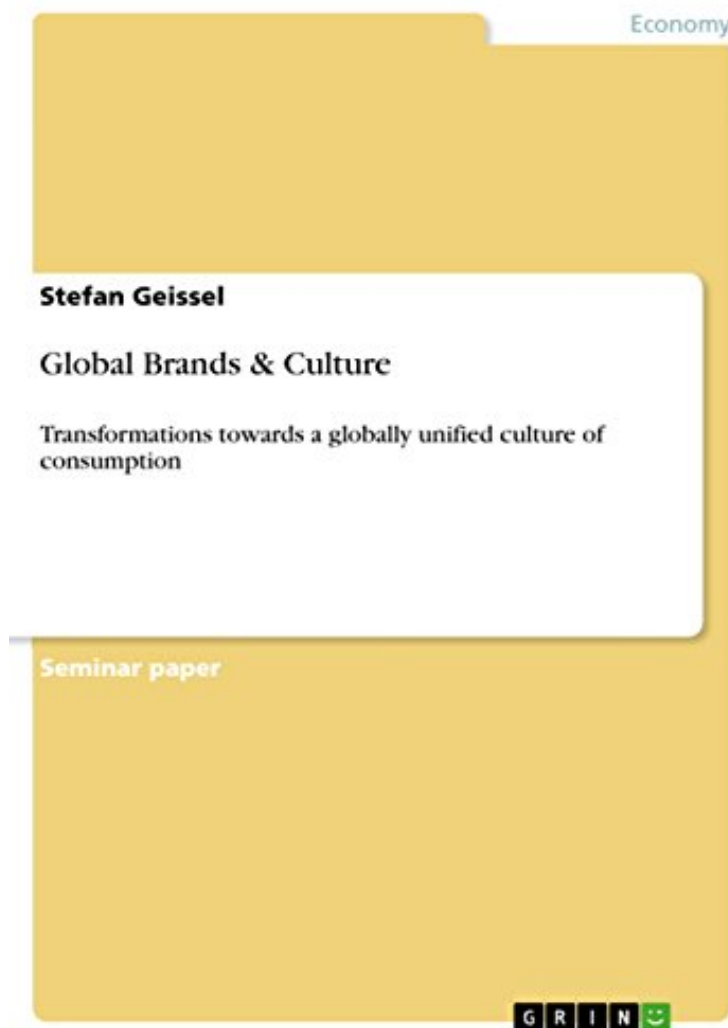


(Read free) Global Brands Culture: Transformations towards a globally unified culture of consumption

Global Brands Culture: Transformations towards a globally unified culture of consumption

Stefan Geissel

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#3748405 in eBooks 2010-10-22 2010-10-22 File Name: B00C7GQPYK | File size: 75.Mb

Stefan Geissel : Global Brands Culture: Transformations towards a globally unified culture of consumption
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Global Brands Culture: Transformations towards a globally unified culture of consumption:

Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Leuphana Universität Lüneburg (Marketing und Technologie), course: Intercultural Communications, language: English, abstract: Selling the same product across the globe has

always been challenging. People are different in different parts of the world. Individuals within a culture used to have a common mindset. We used to grow up with our culture-of-birth only. Today, many people are connected to others around the world. This reshapes intercultural communications and turns culture in an even more complex mixture of many different national cultures. People across the globe watch the same movies, listen to the same music and buy the same brands. Global brands will play an important role in tomorrow's global culture of consumption.